

Auto Industry May Have New Records

By REYNOLDS KNIGHT
A U.S. Air Force slogan says: "The difficult we do immediately; the impossible takes a little longer." In this same vein, the nation's auto industry is now achieving what economists have long said was impossible: two successive years of selling more than 6.5 million new cars.

This bustling industry, which directly or indirectly creates jobs for well over a million persons, has been in the limelight all through 1963—praised for making this year economically healthy rather than a year of midstream stagnation. Now it appears quite possible that 1963 car sales will top the record 7.4 million vehicles sold in 1955. And optimistic smiles are plentiful in Detroit.

October sales figures show 800,000 cars sold, an all-time record for that month. If the current blistering pace holds, there's little doubt that the 1955 record will be topped before Christmas.

Amidst the domestic auto boom, imported cars surprisingly aren't doing badly either. Their pre-1960 boom period turned pretty much to ashes when the domestic compacts came out—but they didn't quit the field. Although 1962 was a poor year, latest figures show sales of imports up about 15 per cent over last year; sales probably will top 410,000 for the year.

UP 'N DOWN—Project Forecast, the Air Force's long range planning program, contains at least 40 possible future aircraft systems that could be built over the next 12 to 15 years, according to Gen. B. A. Schriever, head of the Air Force's Systems Command. One important type in this group is the long-awaited VTOL or vertical rising and landing aircraft which can operate independently of large, fixed bases.

The U. S. aerospace industry has already invested millions of engineering man-hours in VTOL design research. A typical example is Republic Aviation Corporation, which has expended some \$7 million in VTOL design, development and testing over the past 10 years. Some 31 different configuration designs have resulted. In addition to its own projects,

the company recently announced an agreement with Ryan Aeronautical Co., whereby Republic will handle the flight test program for the latter's XV-5A vertical and short take-off research aircraft.

SURPRISING STATISTICS—Marketing experts at a large watch company were puzzled recently when they discovered from checking warranty cards that more "skilled workers" were buying their expensive Accutron electronic watch (\$125 and up) than were people in any other occupational category.

"Until just a few months ago," reported Alex Goodman, market research manager for Bulova, "professional men and business men were the biggest purchasers of the watch. Their reasons were accuracy and status. But why 'skilled workers' all of a sudden should start buying Accutron timepieces really had us puzzled. Then we discovered who the skilled workers were—mostly railroad conductors, engineers and trainmen."

More than 30 railroads now have approved this electronic timepiece for official use by their operating personnel. The first to approve was the Southern Pacific. The guaranteed accuracy of this instrument—of one minute a month (2 seconds per day) in actual use on the wrist—is considerably better than usual requirements for railroad timekeeping, Bulova officials say.

THINGS TO COME—Keeping the family business papers safe in the event of fire is now less of a hazard thanks to a new fire-proof asbestos-based envelope developed and marketed by a Philadelphia firm; there are four different sizes available... Latest in toothbrushes: a portable electric model that can operate alternatively on wall outlet current or on its own battery supply to generate 10,000 "strokes" a minute... A fancy table for holding the home sewing machine has a built-in well and folds up for handy storage when not in use.

"TREAT AS ADULTS"—New research in the field of marketing to teen-agers, who

already are recognized as a large, free-spending market, suggests that the firm which phrases its promotion and ads in teen-age lingo is making a mistake. A key finding is that teen-agers want to be treated as adults, and to surround themselves with adult-level status symbols. Several other findings: teen-ages respond better than adults to direct-mail promotions (presumably because getting a letter entails some flattery); also, the youth population is far less economically minded than parents when choosing between different

versions of the same product.

BITS O' BUSINESS—Americans are consuming less butter per capita than ever before. Estimated use this year is 7.2 pounds; in the 1930s consumption was 15 pounds or more... Business spending on new plants and equipment next year will advance to a record \$40.7 billion, thanks in large part to expansion plans of the steel industry... A near-record shipment of foreign-brewed beer—almost 1.4 million bottles—recently arrived in an East coast port.

Veterans Affairs Office Offers Educational Info

Counseling on state and federal educational benefits for children of deceased or disabled veterans will be offered by a representative of the California Department of Veterans Affairs, beginning Tuesday. Russel C. Herbert, education-

assistance representative, will provide counseling regarding the educational benefits program from 9 a.m. to noon each Tuesday at the County Service Office, 220 N. Broadway, room 701.

The number to call for educational counseling, beginning Tuesday, is MA 8-9211, Ext. 63395.

College Choir Concert Tuesday

Songs from seven lands will be featured when the Long Beach State College A Cappella Choir presents its annual Christmas concert Tuesday at 8:30 p.m. The concert will be presented in the Little Theater. Compositions from Germany, England, Norway, Italy, France, Poland, and the United States will be featured in the free concert.

Educational Act of 1931 provided a continuing program of educational assistance for children of servicemen who died as a result of active duty. The act was broadened in 1943 when educational assistance was extended to widows. In 1959, children of veterans totally disabled as a result of war service were included. In 1961, the provisions were extended to include dependents of servicemen who died or were totally disabled as a result of any peacetime military service since Sept. 16, 1940.

DOES GETTING UP NIGHTS MAKE YOU FEEL OLD?
After 35 common kidney or bladder irritations often occur and may make you tense and nervous from too frequent passages both day and night. Secondly, you may lose sleep and suffer from headaches, backache and feel tired, tired, depressed. In such irritation, CYSTEX usually brings fast, relaxing comfort by curbing irritating germs in urine, acid urine and by analgesic pain relief. Get CYSTEX at drug stores. Feel better fast.

Safeway's Produce & Meats...BEST!

Washington State Grown

Delicious Apples

Extra Fancy Red

2 lbs. 25¢

41-lb. Box Tray Pack \$4.89

USDA Choice Steer Beef

Round Steak

Center Cuts, Bone In

lb. 69¢

Bananas Fancy Golden South American **lb. 10¢**

Avocados Large Calavos **2 for 25¢**

Potatoes U. S. No. 1 Idaho Russets **15 lb. 59¢**

Check Our Attractive Assortment of Christmas Trees, Plants, Door Charms

U.S.D.A. Choice Beef

Boneless Roast

Round or Rump **lb. 79¢**

Sirloin Tip, lb. 89¢

Beef Steak Sale!

| | |
|----------------------|------------|
| Full Cut or Bottom | lb. 79¢ |
| Boneless Beef Steak | lb. 89¢ |
| Boneless Beef Steaks | lb. 98¢ |
| Boneless Beef Steaks | lb. \$1.49 |
| Boneless Eye of Rib | lb. \$1.69 |
| Boneless Beef Steak | lb. \$1.89 |

Bel-air Frozen Foods

Peas & Carrots
Lima Beans
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32-oz. pkg. **49¢**

Cut Beans 28-oz. pkg. **49¢**

The LIFE Book of Christmas

Vol. 3 **\$1.49** on Sale ea.

Complete Set **\$5.96**

3 Volumes Plus Hi-Fi Record Books or Records each \$1.49

Gift Suggestion

Please everyone on your gift list with a **Safeway Gift Order** (Get Details at Safeway)

Fresh Frozen

Silver Salmon

Whole or Half **lb. 69¢**

Center Steaks, lb. 79¢

Scot-Tissue 650 Count 4-roll pack **12 rolls \$1.**

For Salads or Cooking

Crisco Oil 24-oz. bottle **29¢**

For Your Fireplace

Pres-to-logs pkg. of 4 **49¢**

Strawberry Jam Shasta Pure 44-oz. jar **69¢**

Mushrooms Brandywine Sliced 4 2-oz. cans **\$1.**

Fruit Cocktail Libby Brand 5 17-oz. cans **\$1.**

Coffee Cake Mrs. Wright's Pineapple. Also Jelly or Nut Snails pkg. of 2 **25¢**

Mayonnaise

Best Foods Quart jar **49¢**

For Salads

Cake Mix

Assorted Flavors **4 19-oz. \$1.**

pkgs.

Cherry Star Pineapple

Field Ripened 8 1/2-oz. can **7¢**

Comstock Golden Corn

Whole Kernel or Cream Style 8-oz. can **5¢**

Check Every Item... Save!

Lucerne Dry Milk Non-fat 12-qt. 36.4-oz. 89¢ pkg.

Lipton's Onion Soup Mix 3 pkgs. of 2 **\$1**

Dixie Dandy Yams Cut and Whole 29-oz. can **29¢**

Italian Dressing Mrs. Wright's Pint bottle, 40¢ **29¢**

Kellogg Cereals Corn Flakes, 12-oz. Special "K", 9 1/2-oz. **4 for \$1**

Enchanted Isle Papayas 5 16-oz. cans **\$1**

Dubuque Vienna Sausage 5 4-oz. cans **\$1**

Libby Gardensweet Peas 5 17-oz. cans **\$1**

Tomato Soup

Heinz For Quick Lunches 10-oz. can **9¢**

Cherry Star Pineapple

Field Ripened 8 1/2-oz. can **7¢**

Comstock Golden Corn

Whole Kernel or Cream Style 8-oz. can **5¢**

Blue Chip Stamps given with each purchase except cigarettes, magazines, tobaccos, alcoholic beverages or fluid milk products.

Prices Effective Thursday thru Sunday December 12, 13, 14, 15, 1963 at Local Safeway Stores

NO LIMITS—Buy All You Want at Safeway

Left-Turn Pockets Installed At Carson Area Intersections

Installation of left turn pockets at two major Carson area intersections has been completed, according to Supervisor Kenneth Hahn. The left turn pockets were provided at the intersections of Carson Street with Avalon Boulevard and with Main Street. Carson Street is a three-lane highway, and confusion has resulted when cars use the center lane at intersections. "It was difficult," said Hahn,

"to tell if a car was going to turn left or proceed straight ahead." Hahn said he hoped the remaining three-lane highways in the county could be eliminated soon. He said plans for widening Carson Street to four lanes are now on the drawing boards.

Marine Cpl. Bill R. Yates, son of Mr. and Mrs. Jess R. Yates of 1045 W. Torrance Blvd., is serving with "B" Battery, Second Battalion, 11th Marine Regiment, First Marine Division, Camp Pendleton, Calif. Yates recently received a Good Conduct Medal, which is awarded for demonstrating high achievement in conduct and proficiency in rank during three years of continuous active service.

Jaycees Add Four Members In November

Four new members of the Torrance Junior Chamber of Commerce were initiated at the November meeting of the Jaycees, held at the Palms Restaurant.

The new members include: Doug Pryor, Palles, Inc.; Mick Bock, United States Envelope Co.; Alan Campbell, Palos Verdes School District; and Len Karn, Atomic International Corp.

Information on membership in the Jaycees may be obtained by calling Doug Hedde, FAIR-fax 0-2019. The organization is for men from 21 to 36 years of age.

'Angel Sisters' Treat Children

Underprivileged children of the Long Beach area will be treated to gifts, entertainment and refreshments at the annual Christmas party given by the women of Los Cerritos dorm at Long Beach State College, Dec. 14. Each child will have an "angel sister" for the day. Local merchants assist the students in providing gifts and Disneyland has donated cake and ice cream of the traditional party.



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